

ABSTRACT OF THE DISCLOSURE

A service system body 2 uses a Cookie to recognize each visitor at a site to thereby collect information reference tendencies of the visitor at the site through filter processing provided on an HTTPD so that when returning a response to a service, it may automatically superpose, on this response, additive information prepared beforehand which can be decided to be valid based on the reference tendency. The HTTPD3 is provided with a filter portion 3A for extracting information reference tendencies. The reference tendencies extracted at the filter portion 3A are collected by a server portion 4 and saved in a memory 5. A service information memory 6 saves therein the additive information which can be decided to be valid based on the reference tendencies. A network routing service in information distribution is also included.